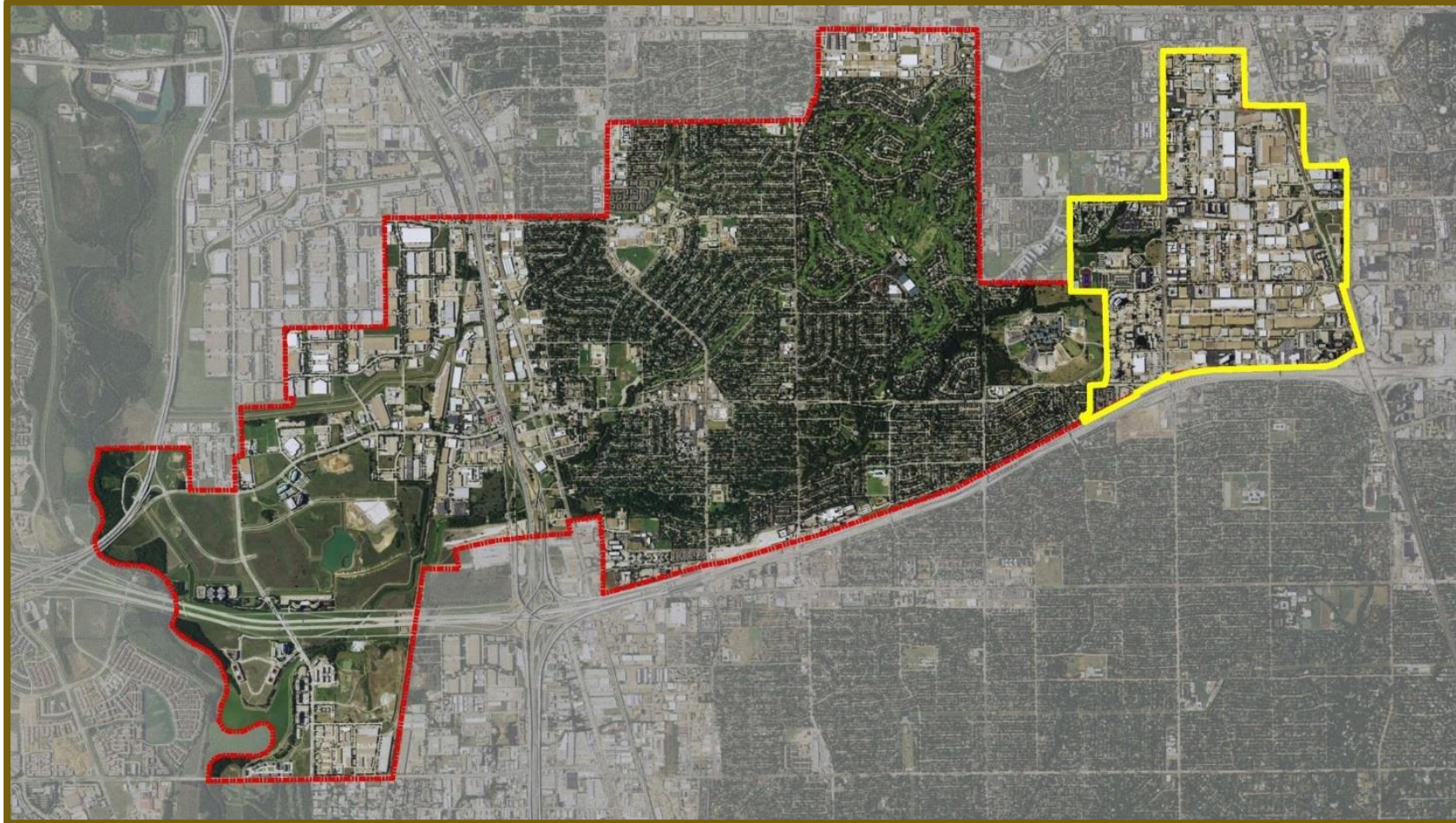


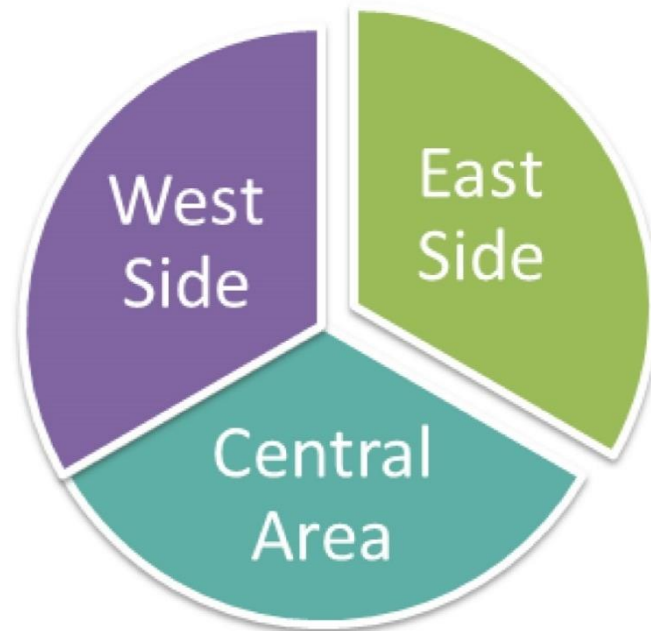
East Side Comprehensive Plan

November 15, 2016

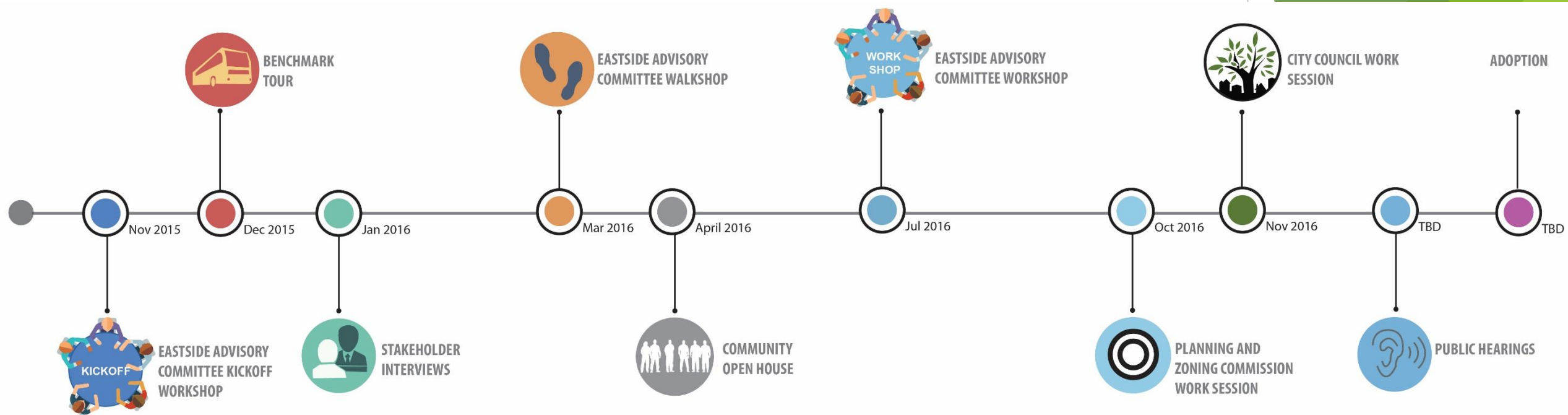


Where We've Been

- ▶ The Farmers Branch Comprehensive Plan was adopted in 1989
 - ▶ West Side Plan was adopted in 2003
 - ▶ Central Plan was adopted in 2012



Project Timeline



Vision

“Eastside will be a District with a unique identity, based on a diverse mixture of uses that creates opportunities to live, work, do business, and participate in leisure activities for people already connected to the District and those who have yet to discover it”

Involvement

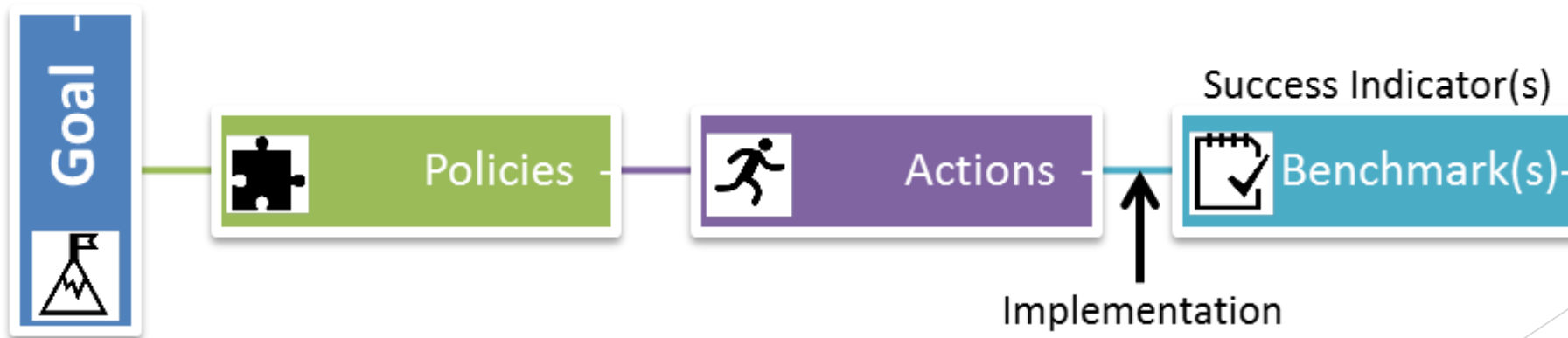
1. East Side Advisory Committee
2. Benchmark Tour
3. Stakeholder Interviews
4. Walkshop
5. Community Open House
6. Workshop



Plan Framework

► Goals, Policies, Actions, Benchmarks

1. Character and Identity
2. Economic Vitality
3. Form and Land Use
4. Shared Spaces
5. Mobility and Connectivity



Character and Identity

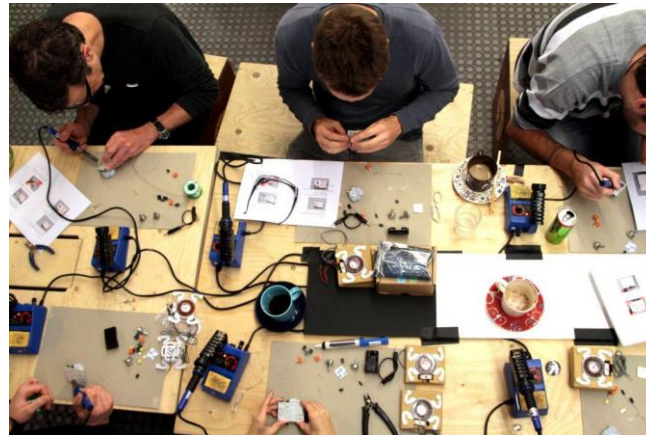
Arts, Culture, Learning, Design

image of an innovation and maker-type culture



Makers Movement

do-it-yourself, craft, and
technological exploration-type
mindset





Innovation

economic, physical, and networking assets



Goal 1 - To be a vibrant destination with a unique character and identity


 **Policy:** Proactively create a District Brand that builds upon the existing maker and innovation dynamics.

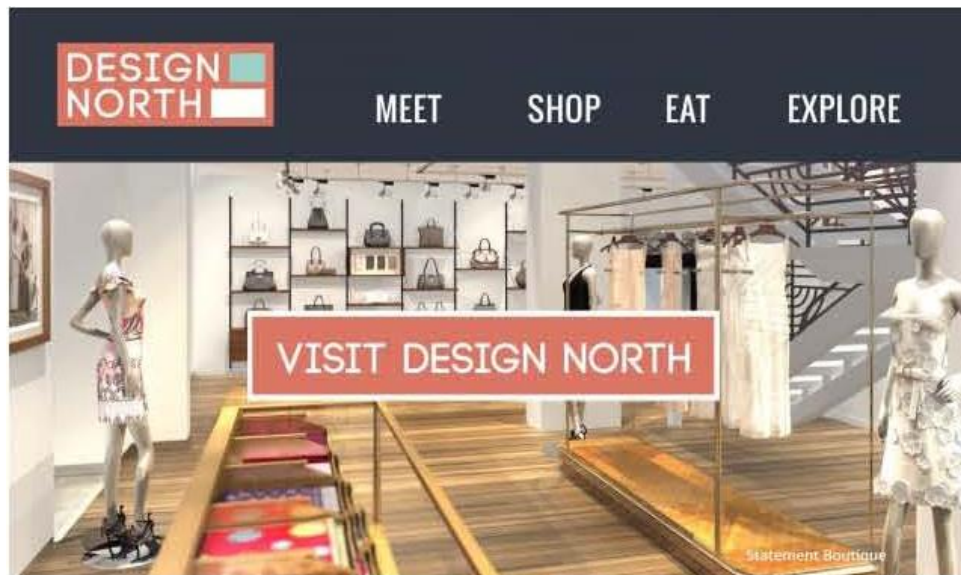
 **Action:** Identify a Branding Strategy which includes a new name for the District, logos, theming, colors, and iconic images that represent Eastside.



Way Finding - Figure 3-4



 **Action: Create a District webpage on the City website and social media accounts with information on businesses, activities, events, and news pertinent to East Side.**



DISCOVER DESIGN NORTH

DESIGN NORTH is located in the North Dallas area just north of 635 and West of the Tollway. Our goal is to add DESIGN NORTH to the known list of hot spots such as the Galleria, Deep Ellum and the Downtown Dallas area.





Action: Install City-led improvements in Gateways and Branding Stations to spur character creation and brand recognition in East Side upon completion of the Branding Strategy.

Gateway and Branding Station Examples



Gateways and Branding Stations - Map 3-1



Action: Establish and promote a series of District-oriented events:

- ***Makers festivals***
- ***Art walks and exhibitions***
- ***Brewery and winery tours/tastings***
- ***Weekly acoustic music in shared spaces***
- ***Farmers markets***
- ***Networking mixers***
- ***Tech talks***
- ***Chamber functions.***



Eastside Market

At a Glance

- ▶ Strategic location the heart of Dallas/Fort Worth
- ▶ Eastside consists of over 1,200 acres with a core of industrial but wide range of additional uses
- ▶ Population
 - ▶ 32,689 in Farmers Branch (2015)
 - ▶ 2,246 in Eastside (2015)
- ▶ Businesses
 - ▶ 2,500 businesses with over 66,384 employees

Retail

Existing Conditions

- There is approximately 1.69M SF of existing retail in a total of 54 buildings
- Retail vacancy rate is 21.9%
- Retail is worst performing sector due to context and redevelopment sites in limbo

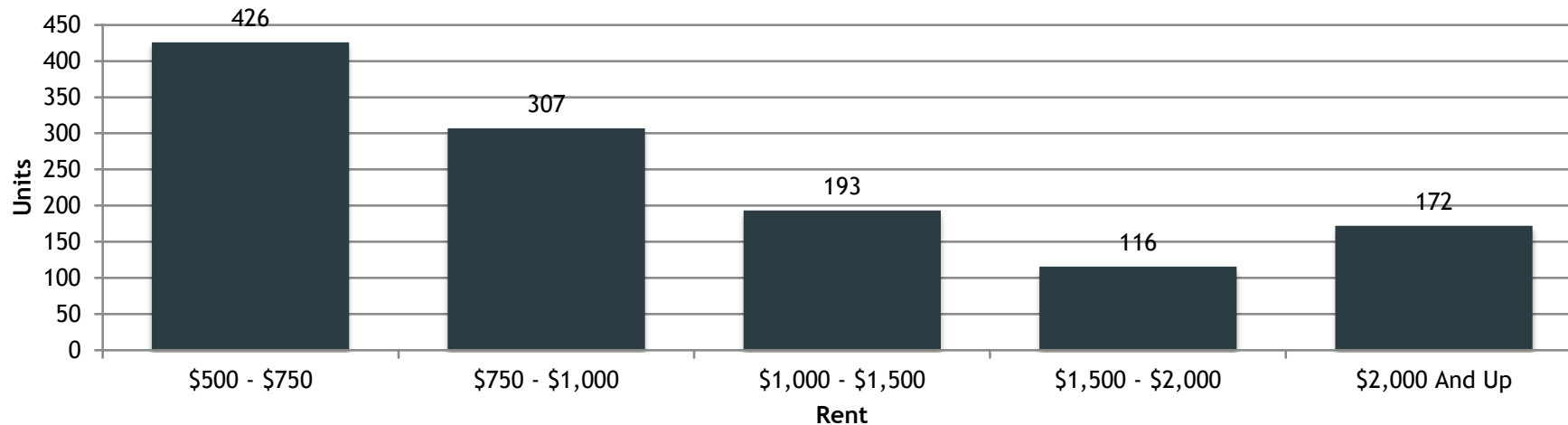
Retail Demand

- ▶ Workforce generates over \$673M in retail spend which can support over 2.2M SF
- ▶ Residential demand creates 1.6M SF of additional demand
- ▶ Other demand is generated from commuters, students and visitors

Residential Demand

- ▶ Annual demand for up to 3,035 units annually citywide(at 25% capture)
- ▶ Historically city has averaged around 700 units per year (4-10% capture)

**Potential Annual Demand for Multifamily Residential
By Monthly Rent**



Goal 2- To enhance and sustain a supportive business environment



RETAIN existing businesses and organizations in Eastside that complement the Vision and Brand.

RECRUIT businesses, organizations, and developments to East Side which complement the District Vision and Brand.

REDEVELOP East Side with businesses, organizations, and developments which complement the Vision and Brand.

INCENTIVIZE AND SUPPORT retention, recruitment, and redevelopment of East Side by establishing targeted and proactive economic development measures.

Where Eastside Goes from Here

There is an opportunity in Farmers Branch Eastside to implement the highest and best use for land available. Analysis indicates increasing multi-family units and mixed-use development could catalyze mid-rise and high-rise employment in Eastside, which currently has one high-rise and four mid-rise buildings at the DNT/LBJ corner.



CityLine in Richardson. Source: KDC

Multi-family can have many benefits in the context of a dense suburban landscape.

- ▶ Positive appearance to the street, reinforcing the importance of quality development standards in creating a district brand and improving the Eastside image.
- ▶ Multi-family development lacks effectiveness when adjacency lacks compatibility (i.e. conflicts on street parking).
- ▶ Quality multi-family developments benefit from inclusion to a neighborhood with distinct character and identity.

The design of mixed-use is aimed to maximize walkability in the neighborhood, so the neighborhood has a feeling of place and community.


Modern, flexible design promotes revitalization and high standard of quality on surrounding pad sites. They offer the opportunity to expand options for several types of product (i.e. multi-family housing, retail, office) in an efficient manner, thus increasing revenue for the City.




The alternative is to maintain and renovate existing lower-value industrial sites, which ensures Eastside remains productive but also ensures underutilization of the land because of functional obsolescence of the current buildings and lack of cohesion with surrounding developments in Eastside, Addison, and North Dallas.

Land Use

Goal 3 - To establish a visually appealing, functional, and compatible District for people-oriented spaces and synergistic development.

 **Policy:** Ensure new development or redevelopment is compatible with surrounding existing uses and form.

 **Action:** Create and adopt revised zoning regulations which include area and bulk standards, organized to correspond with major and minor streets.



Regional Retail/ Restaurants



Pedestrian Amenities

Land Use

Non Preferred Uses



Preferred Uses

Live Work Opportunities



Community Destinations

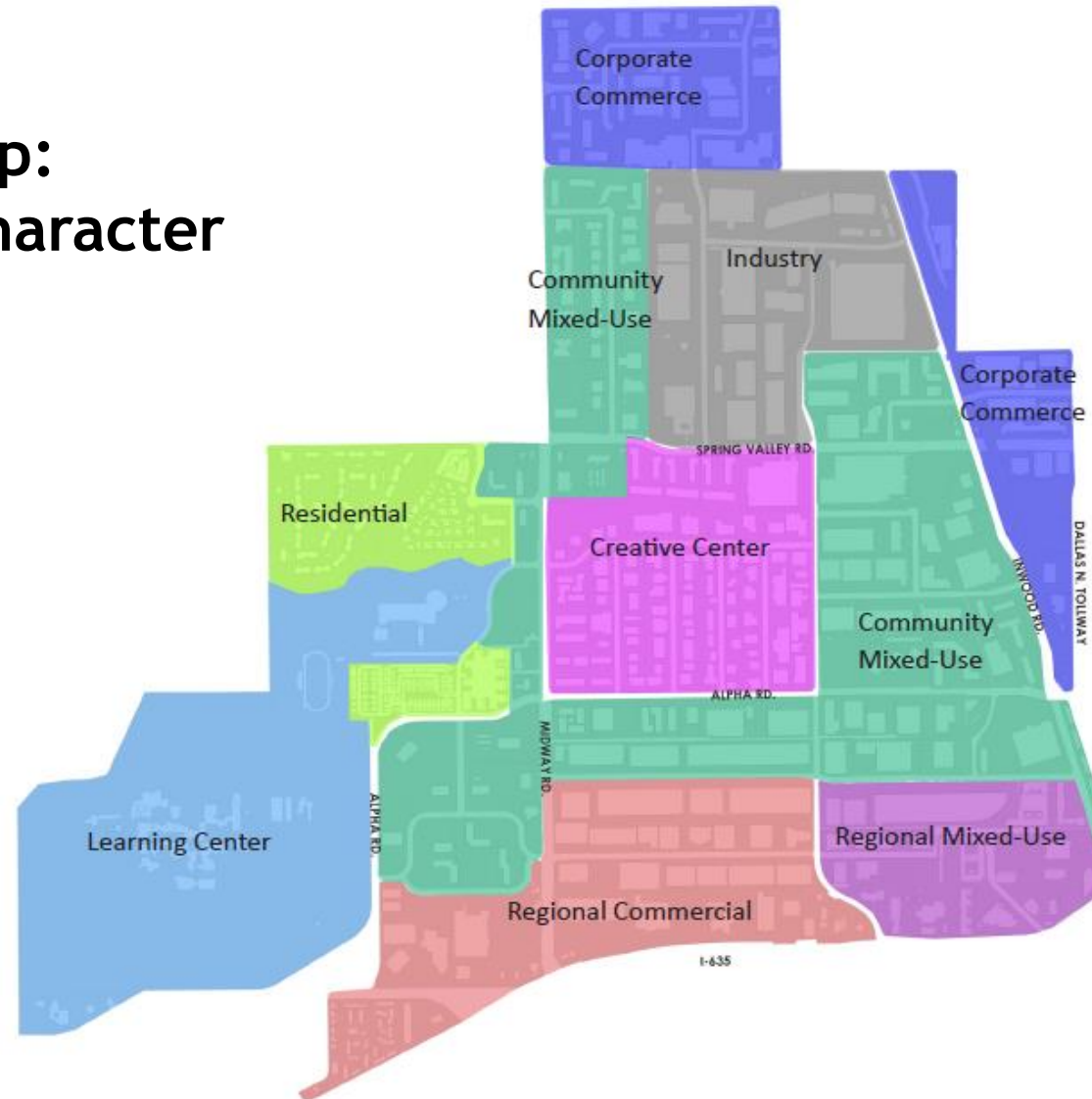
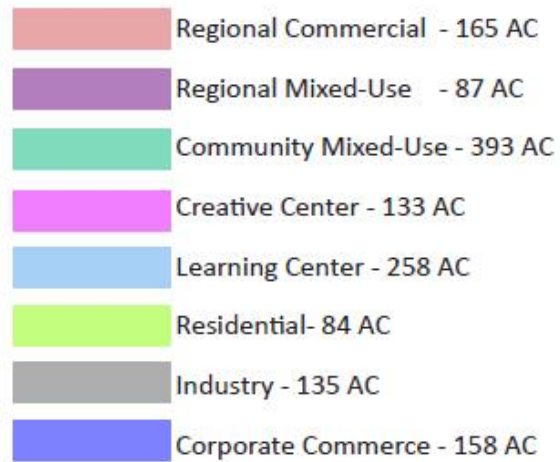


Adaptive Re-Use



Future Land Use

Future Land Use Map: Based on existing character and future vision



Future Land Use Map - Map 5-1

Regional Commercial

- Regional-scale commercial uses connected with interior District amenities and uses.



Preferred use types:

- o Big box retail stores
- o Restaurants
- o High density to mid-rise offices
- o Hotels
- o Entertainment
- o High quality multi-family housing with ground floor commercial uses

Regional Commercial - Figure 5-3

Regional Commercial - Figure 5-3

Community Mixed Use

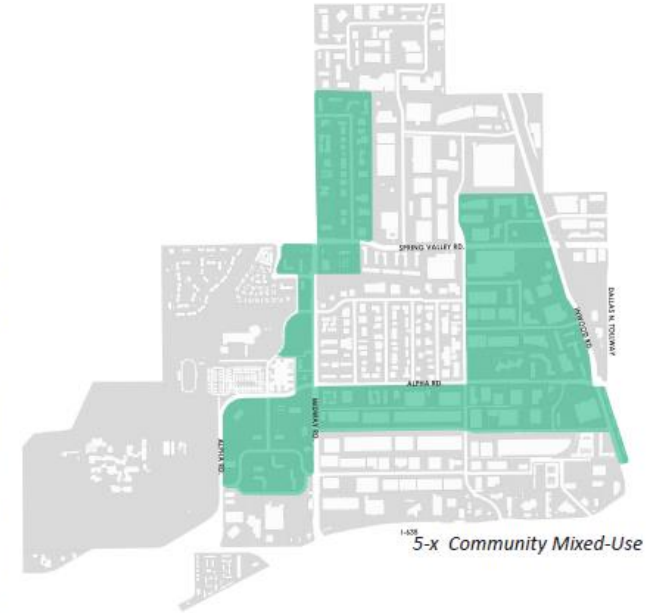
- Multi-story mixed uses, transitioning from high intensity form and use to lesser intensity form and use towards the interior of East Side.



Community Mixed-use- Figure 5-6



Community Mixed-use- Figure 5-5



Preferred use types:

- o Medium density mixed-use
- o Restaurants
- o Retail
- o High density to mid-rise offices
- o Hotels
- o Entertainment
- o High quality multi-family housing with ground floor commercial uses
- o Shared space plazas

Community Mixed Use

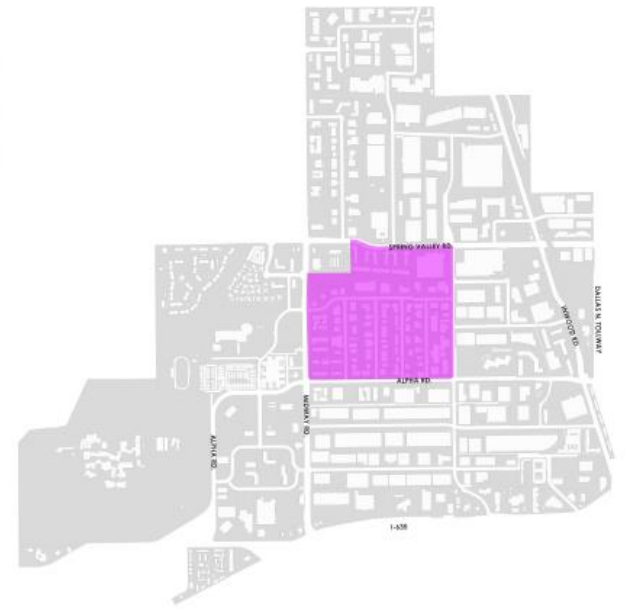
- East Side's core, a showcase of making and innovating, with low intensity commercial uses, mixed residential uses, and complementary dining/ service/ entertainment uses.



Community Mixed-use- Figure 5-6



Creative Center- Figure 5-7



Preferred use types:

- o Live-work units
- o Maker and innovator display and work spaces
- o Business and/or restaurant incubators
- o Offices
- o Entertainment
- o Restaurant
- o Retail

Shared Spaces

Goal 4 - To create a system of shared spaces which positively contribute to the aesthetics, livability, vitality and functionality of the District.



Policy: Infuse and enhance parks, open spaces, and plazas throughout Eastside



Action: Improve City parks and City-owned spaces within Eastside to provide elements consistent with the District Branding Strategy (including green and natural areas) and to provide areas for active use where feasible.



Parks and Open Space

The City can take a leadership role in infusing East Side with more shared spaces.

Active uses could be added to City-owned areas including:

- designated food truck parking,
- outdoor fitness equipment
- small, impromptu performance or expo stages

1. Creation of a new pocket park
2. Improvements to Bicentennial Park.
3. Improvements at Alpha Road Mini-park.
4. Access to Blue Lake
5. Improvements at Holiday Park
6. Explore options for Water Tower site

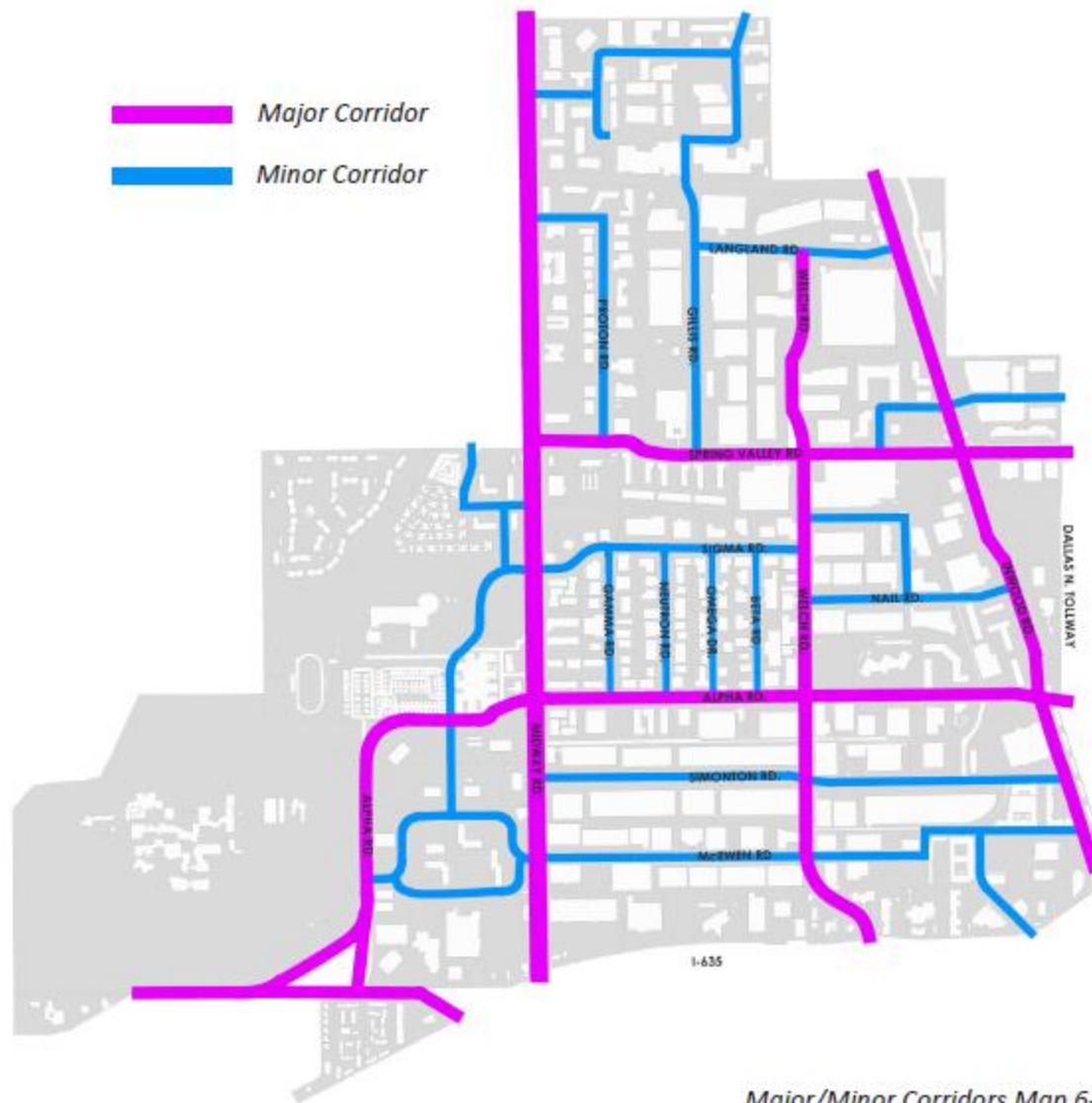


Park and Open Space Opportunities - Map 6-2

Streetscape and ROW



Street Improvements - Figure 6-6



Major/Minor Corridors Map 6-3

Green Infrastructure



Action: Explore opportunities to incorporate green infrastructure into a new stormwater quality and management program.



Action: Restore and establish natural channels with appropriate vegetation and daylighting to improve water quality, restore natural habitat, and maximize management opportunities.



Connectivity and Mobility

Goal 5 - To become a cohesive destination of connected neighborhoods and shared spaces where traveling via multiple modes is effective and pleasant.



Policy: Utilize Context Sensitive Solutions (CSS) to enhance existing roadways and to provide multi-modal accommodations within Eastside.



Action: Provide incremental enhancements within East Side's roadways for better utilization of pavement and to accommodate all modes of travel in the most efficient manner.



Connectivity and Mobility

- Shifting from the auto-oriented pattern to a multi-modal, pedestrian-friendly environment.

Links (moving vehicles as primary focus)

vs.

Places (pedestrian activity and value capture as primary focus)

Connectivity and Mobility

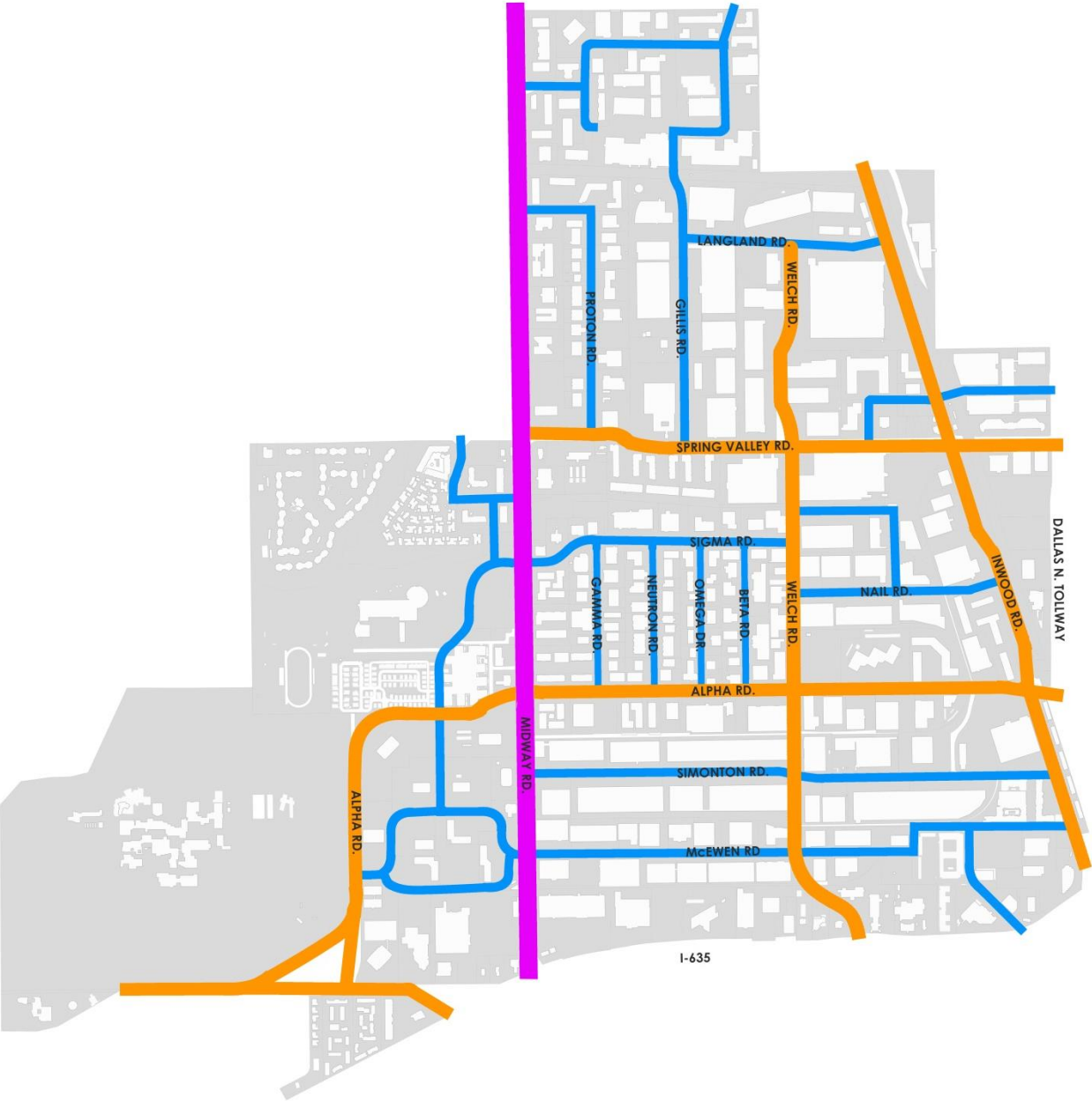
Boulevard



Avenue



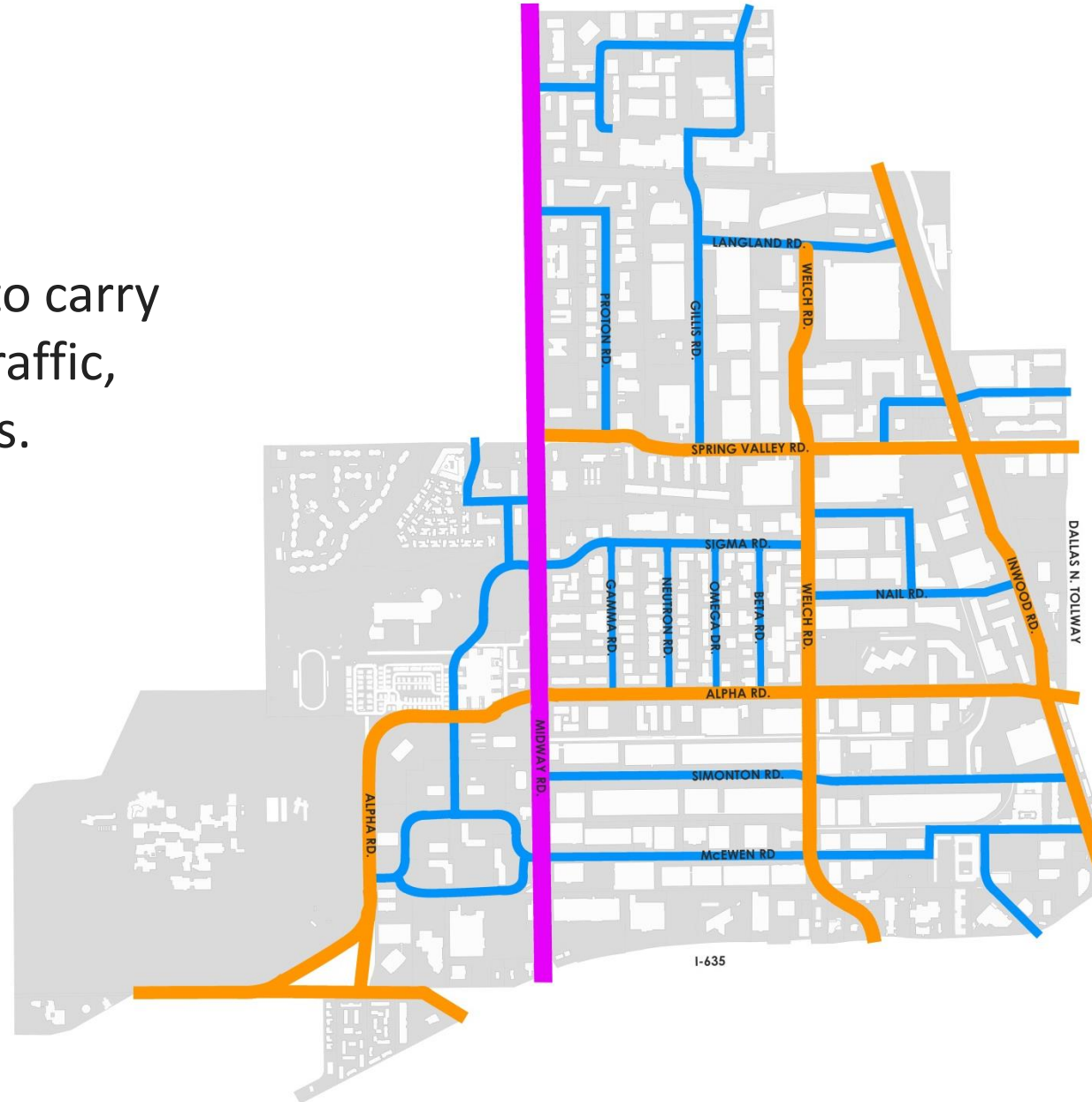
Street



Connectivity and Mobility

Boulevard

- Divided arterial in urban environments designed to carry both through and local traffic, pedestrians and bicyclists.



Connectivity and Mobility

Avenue

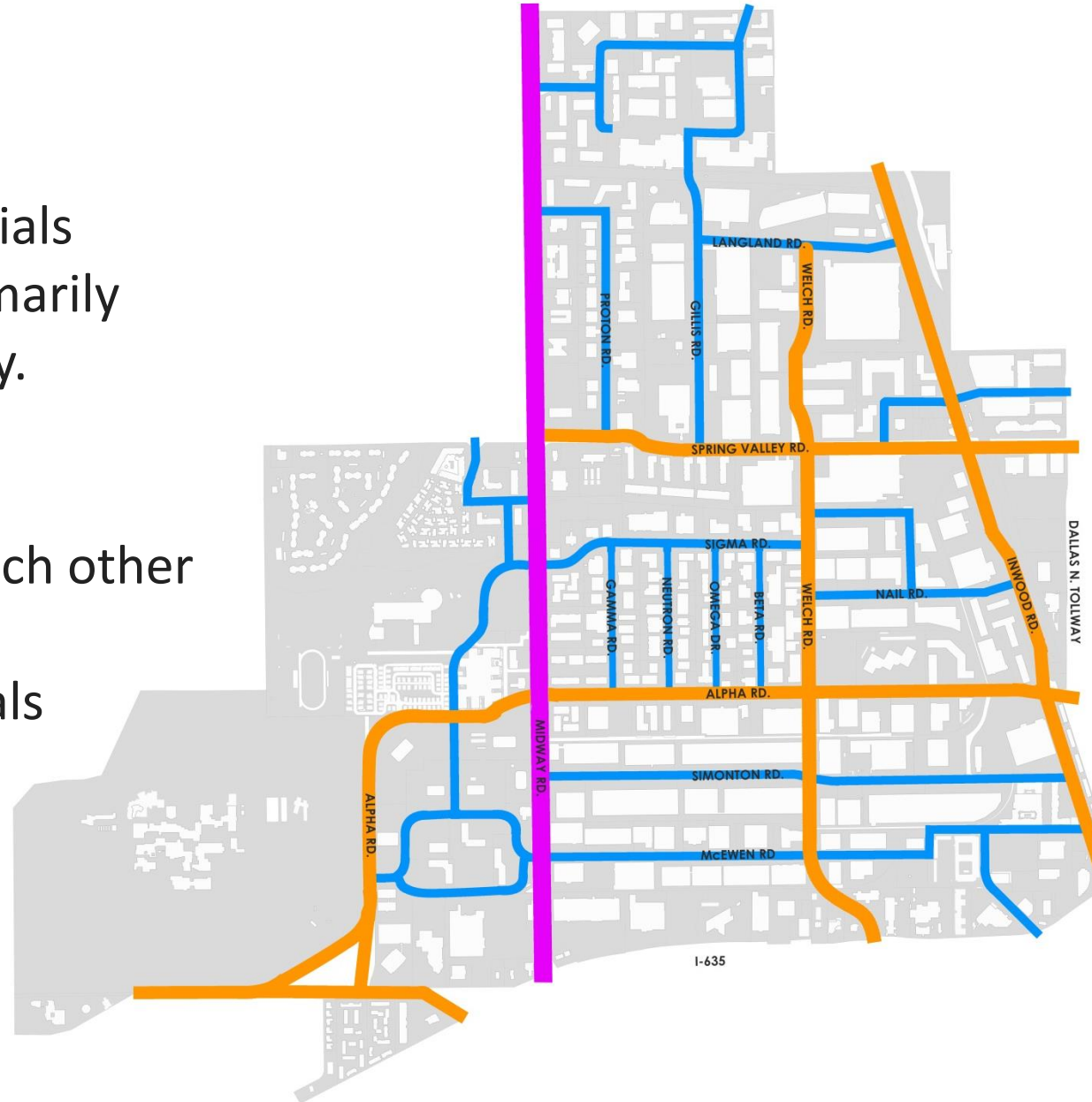
- Urban arterial or collector thoroughfare, serving access to abutting land. Avenues serve as primary pedestrian and bicycle routes as well as local transit routes.



Connectivity and Mobility

Streets

- Collectors or minor arterials through urban areas primarily serving abutting property. Designed to connect:
 - Neighborhoods to each other
 - To other districts
 - Local street to arterials



Midway



- Improve key intersections at Spring Valley, Alpha, and McEwen with enhanced pedestrian refuge in the ROW area at the corners as well as noticeable crosswalks.
- Evaluate traffic counts and patterns on Midway during the first two years of the branding study. If traffic counts and patterns warrant reduction of service, explore reducing the 8 lane section to 6 lanes to accommodate buffered bike lanes, enhanced pedestrian crossings at the intersections as well as creating an overall calmer section of road.



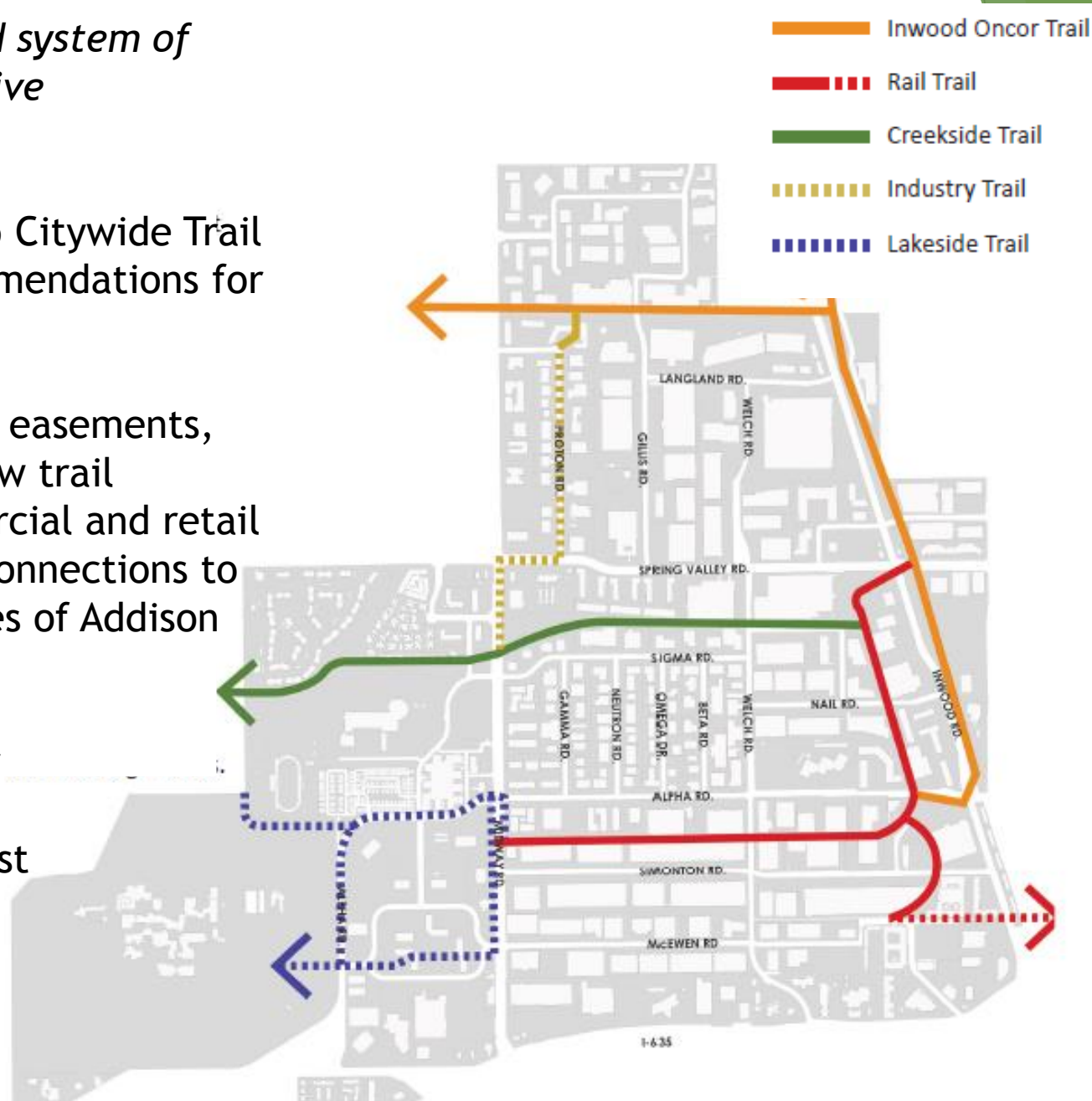


Policy: Develop a connected system of trails and sidewalks for active transportation options.

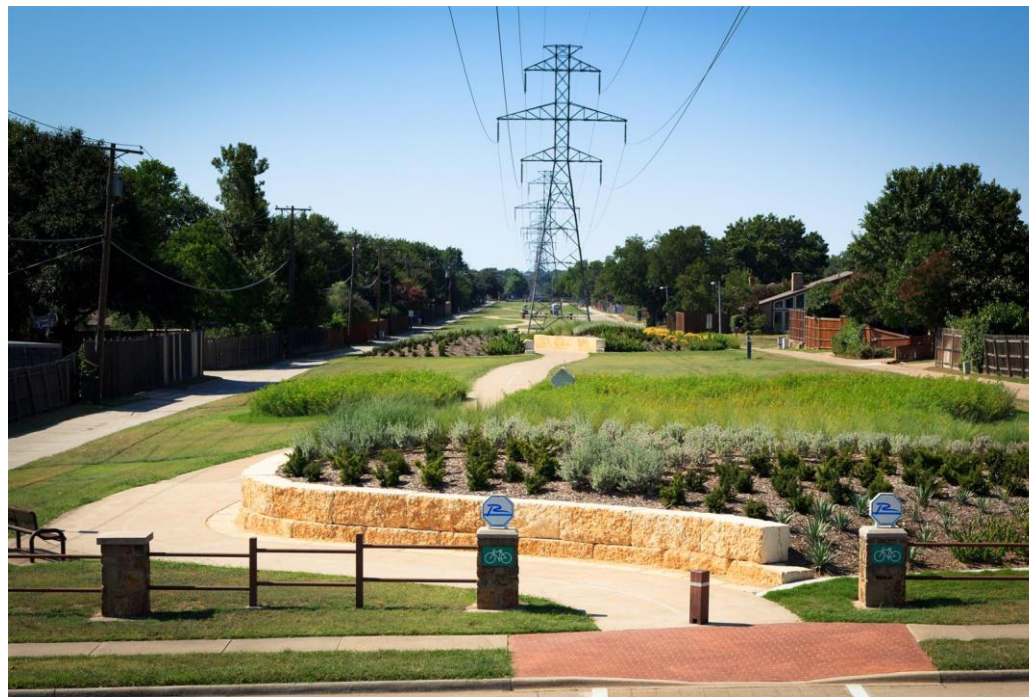
According to the City's 2015 Citywide Trail Master Plan, the key recommendations for East Side were to:

“Capitalize on unused land, easements, and rights-of-way to add new trail connections serving commercial and retail activities. Pursue broader connections to the neighboring communities of Addison and Dallas.”

A system of trails and linear parks could produce an immeasurable benefit to East Side and the surrounding area.



Inwood Oncor Trail



Action: Develop trails along key corridors and under-utilized connected spaces.

Rail Trail



Utilize Rails-to-Trails Conservancy, or similar resources, to convert abandoned or inactive rail corridors to trails and/or linear parks as applicable.



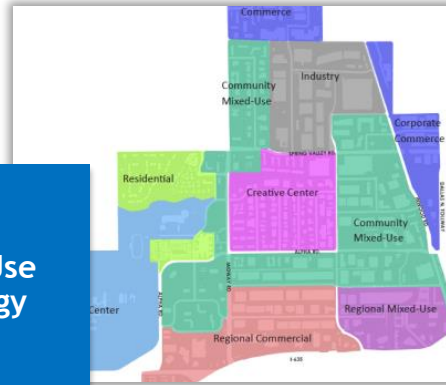
RAIL  TRAIL

A Common Thread Branding Strategy

Gateways and
Branding
Stations



Land Use
Synergy



Streetscape



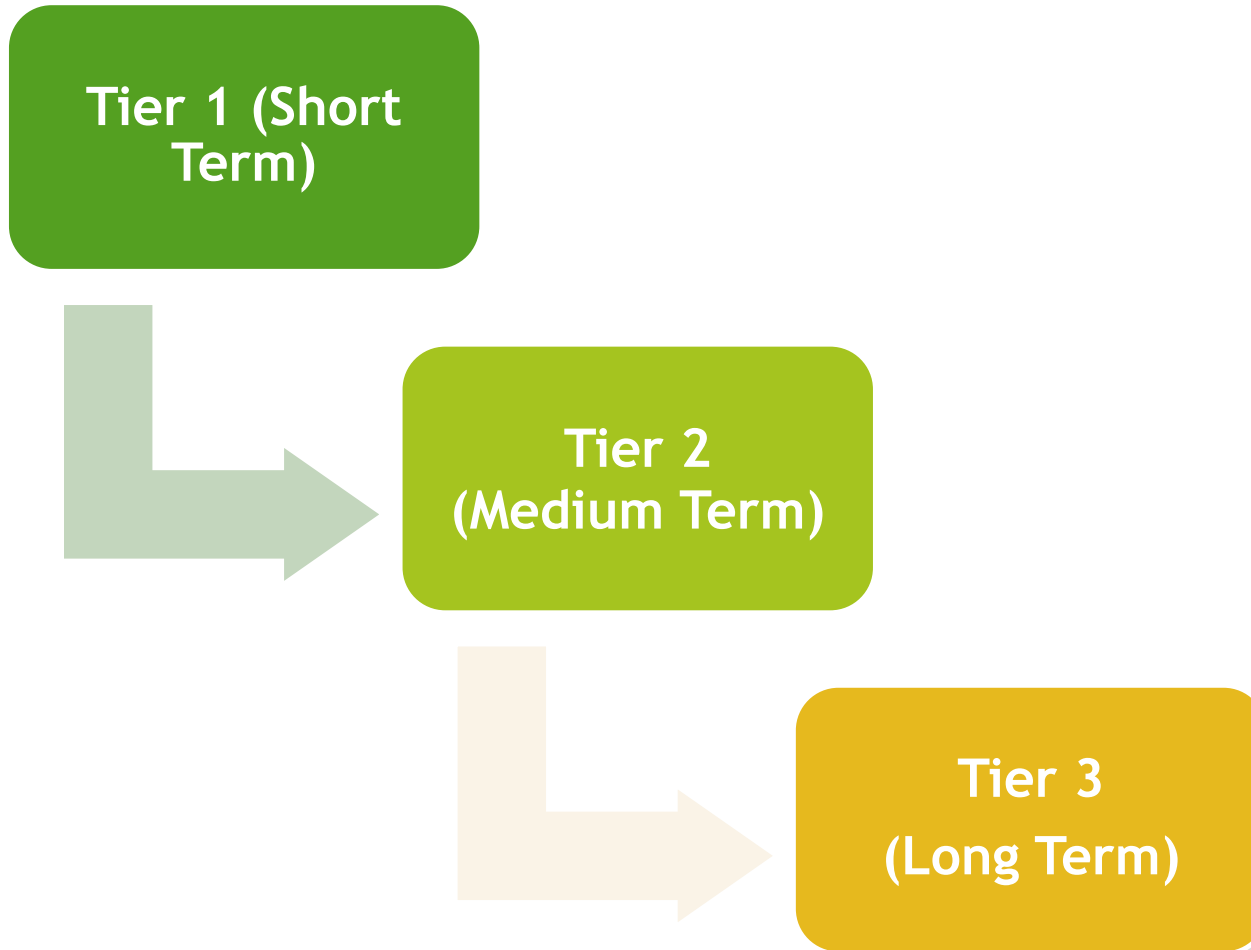
Connectivity



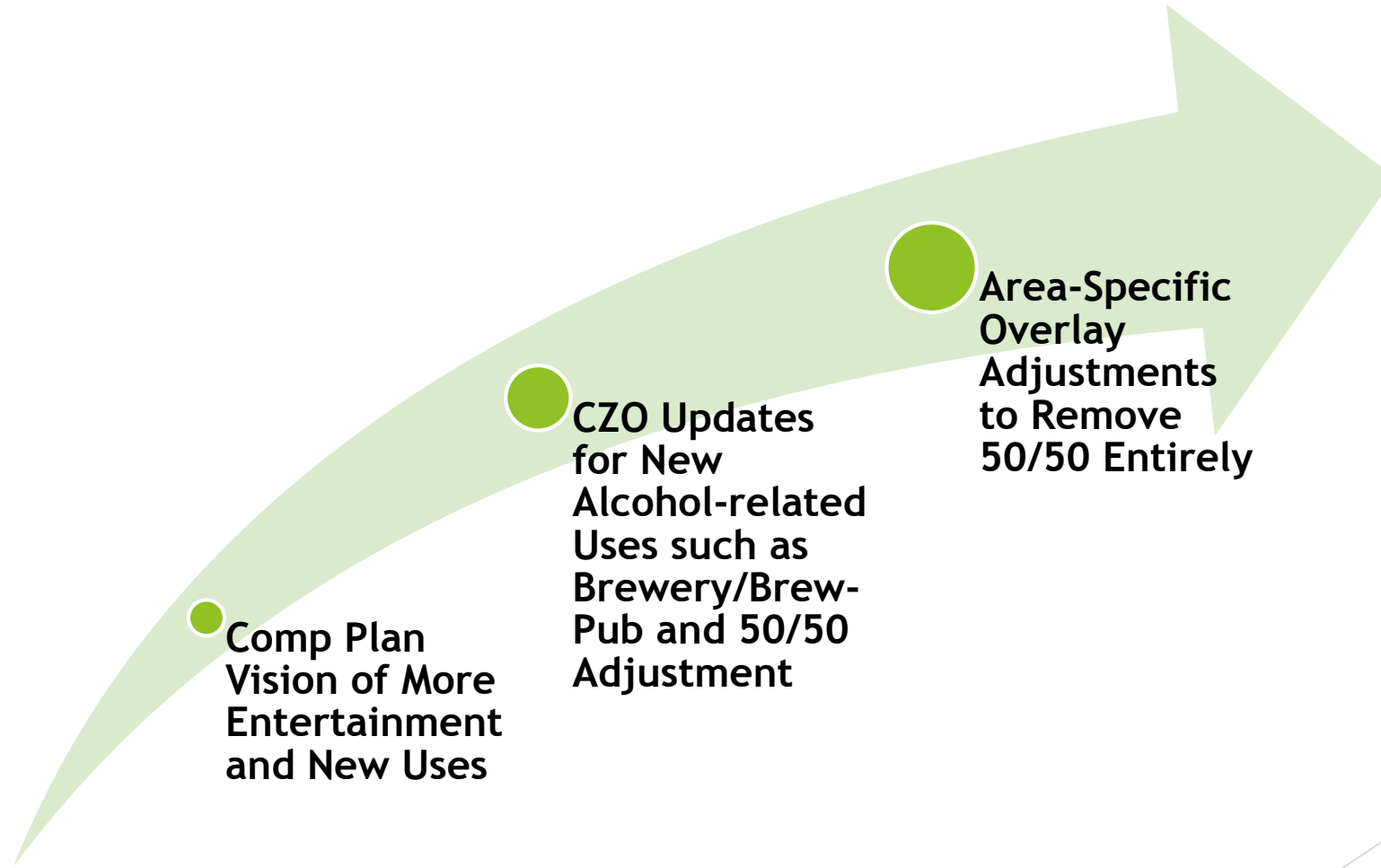
Networking,
Programming,
Leadership



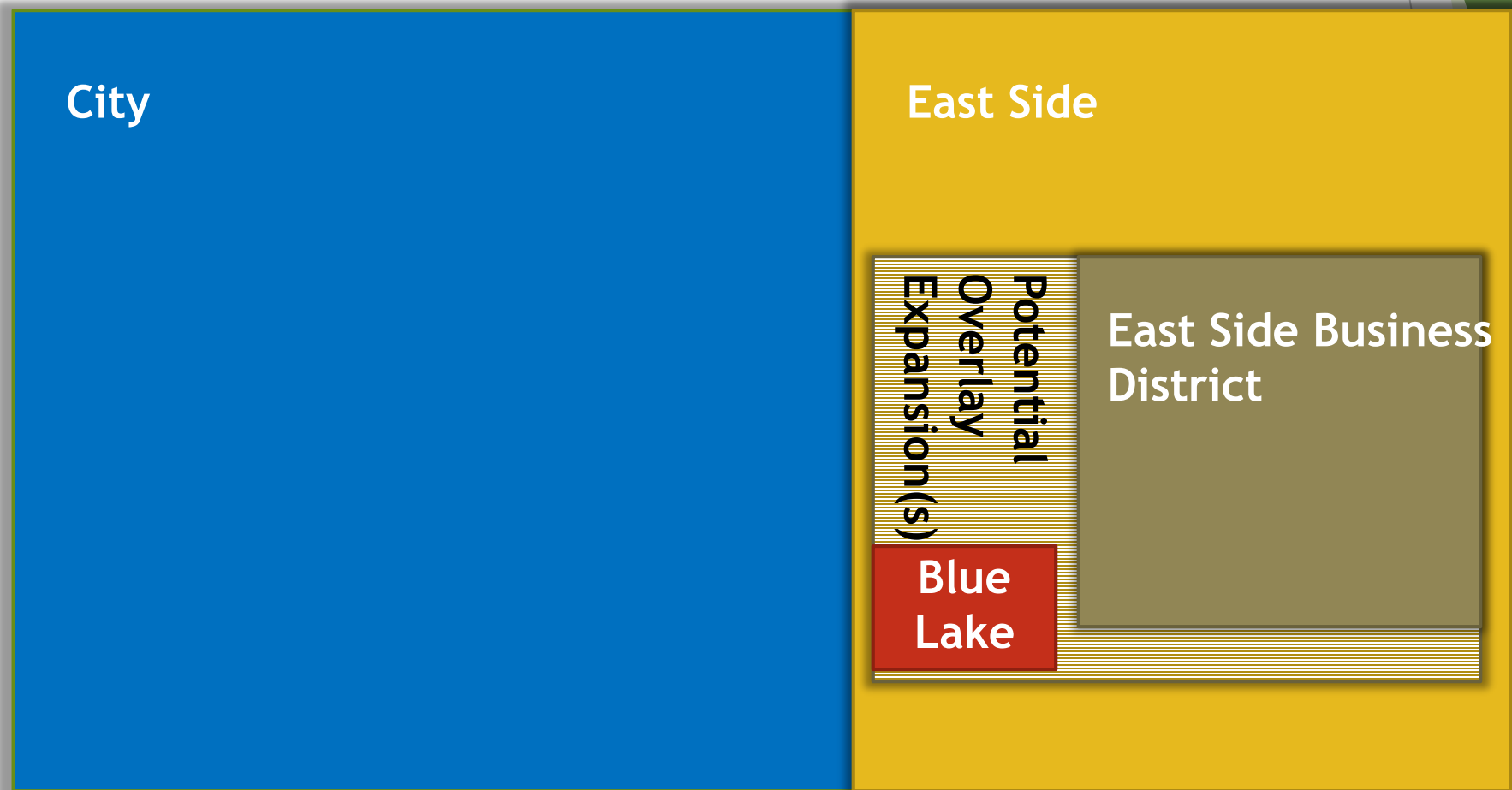
Tiered Zoning Strategy



Tiered Zoning Strategy



Tiered Zoning Strategy



Macro to Micro

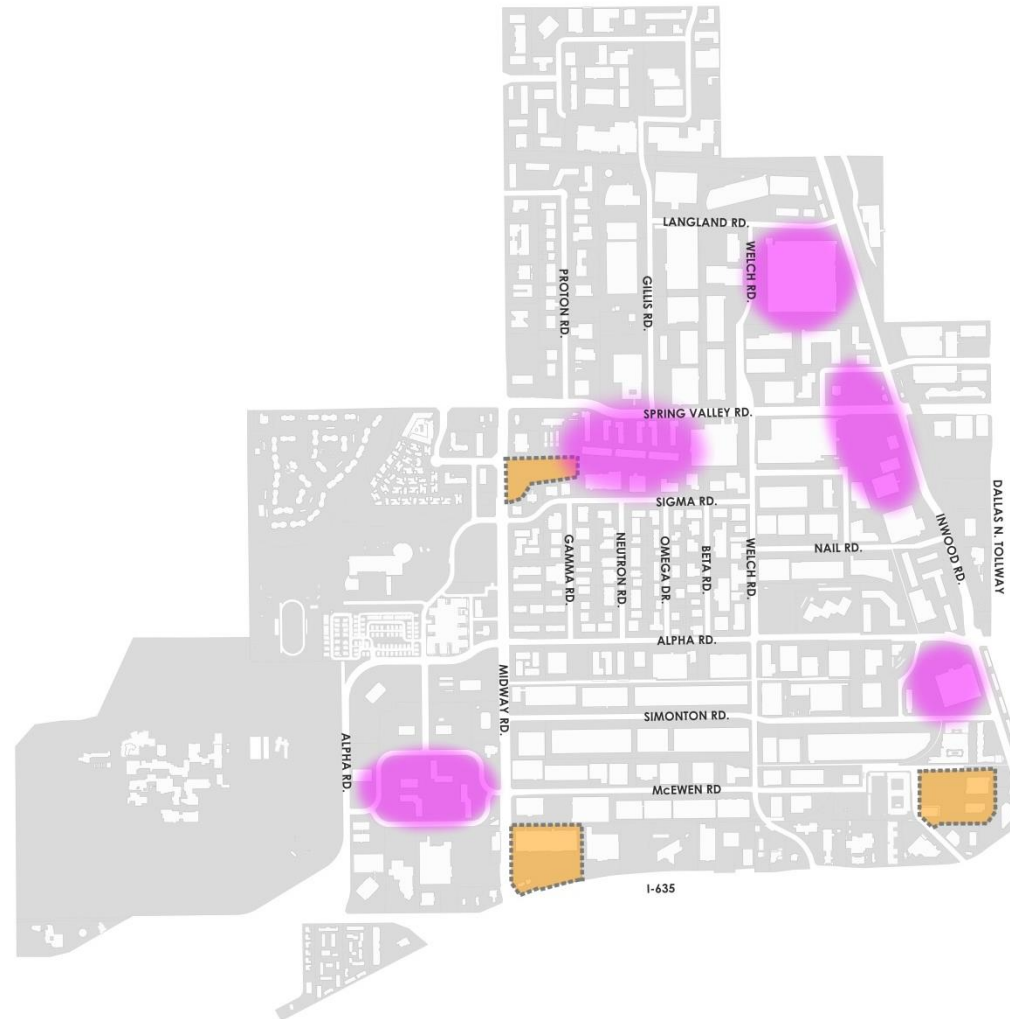


EAST BRANCH



Scenarios for Redevelopment

- Scenarios illustrate redevelopment in specific areas to visualize some of the recommendations and the art of the possible within East Side.
- Scenarios which have market potential and similar examples with comparable attributes can be found within the region.



Midway Gateway

Conceptual Program:

Existing Site: 10+/- acres.

4 story Multi Family Wrap:

Ground Floor Retail :

Parking Garage:

Live/Work Units: 16 units

(1200 sf each)

Restaurant Sites: 3 sites at (3,500sf each)

5 story Office Tower: 170,000 sf
(34,000 sf Floor plate)

Property
Value

Est. Sales

\$2.4M

N/A

\$3,150,000

\$4.2M

\$42,500,000

N/A

This program would develop approximately \$265,000 in annual property taxes and \$42,000 in additional sales taxes.



Office Building - Figure 8-3



Restaurants - Figure 8-5



Multi-Family w/ Ground Floor Retail - Figure 8-4



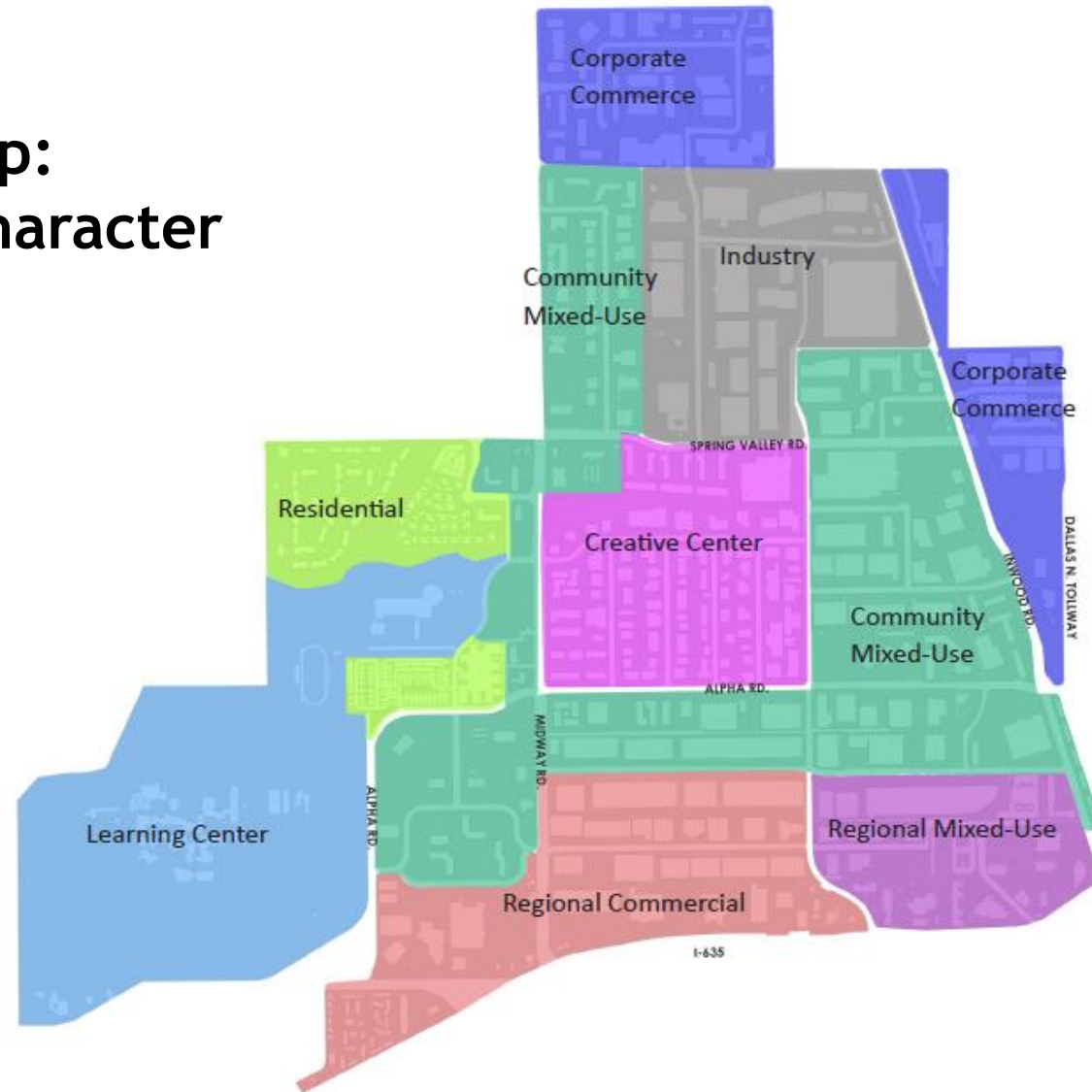
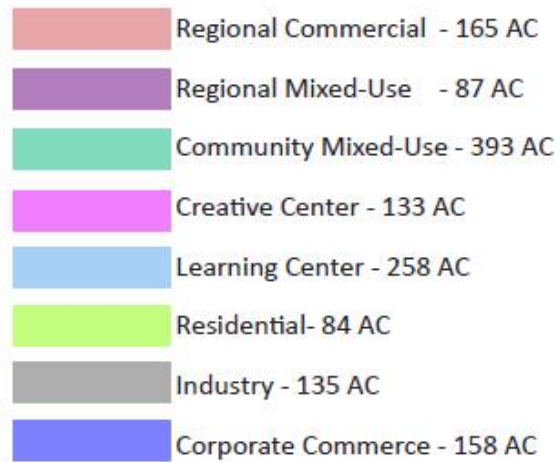
Live/Work Units - Figure 8-6

Implementation



Future Land Use

Future Land Use Map: Based on existing character and future vision



Future Land Use Map - Map 5-1